

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

Mentzer Media Services
600 Fairmont Ave
Suite 306
Towson, MD 21286

<u>Contract / Revision</u> 942000 /		<u>Alt Order #</u> 06276403
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 08/15/12 - 08/21/12		<u>Estimate #</u> 1217
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLWT	08/15/12	08/17/12	NBC Today Show III	10-11a		:30			NM	6	\$1,200.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				6	\$200.00			
N 2	WLWT	08/15/12	08/17/12	2-3p	2-3p		:30			NM	3	\$750.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				3	\$250.00			
N 3	WLWT	08/15/12	08/17/12	DR OZ EF	4PM-5PM		:30			NM	6	\$2,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				6	\$400.00			
N 4	WLWT	08/15/12	08/17/12	530-6p M-F news	530-6p		:30			NM	3	\$1,875.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				3	\$625.00			
N 5	WLWT	08/15/12	08/17/12	6-630p M-F news	6-630p		:30			NM	3	\$2,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				3	\$800.00			
N 6	WLWT	08/15/12	08/17/12	7-730p	7-730p		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--WTF--				3	\$800.00			
N 7	WLWT	08/15/12	08/17/12	730-8p	730-8p		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	--W-F--				2	\$800.00			
N 8	WLWT	08/15/12	08/18/12	11-1135p M-Su	11-1135p		:30			NM	3	\$4,500.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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08/15/12 - 08/21/12	CROSSROADS GPS	1217

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/13/12 / 08/13/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W-FS-				3	\$1,500.00			
N 9	WLWT	08/18/12	08/18/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$700.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----2-				2	\$350.00			
N 10	WLWT	08/18/12	08/19/12	Sa/Su 6-7a News	Sa/Su 6-7a		:30			NM	2	\$500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----SS				2	\$250.00			
N 11	WLWT	08/19/12	08/19/12	NBC Sunday Today	Su8-9a		:30			NM	2	\$3,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----2				2	\$1,500.00			
N 12	WLWT	08/19/12	08/19/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	1	\$350.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----1				1	\$350.00			
N 13	WLWT	08/20/12	08/21/12	NBC Today Show III	10-11a		:30			NM	2	\$400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$200.00			
N 14	WLWT	08/20/12	08/20/12	2-3p	2-3p		:30			NM	2	\$500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	2-----				2	\$250.00			
N 15	WLWT	08/21/12	08/21/12	2-3p	2-3p		:30			NM	1	\$250.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-1-----				1	\$250.00			
N 16	WLWT	08/20/12	08/20/12	DR OZ EF	4PM-5PM		:30			NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	1-----				1	\$400.00			
N 17	WLWT	08/21/12	08/21/12	DR OZ EF	4PM-5PM		:30			NM	2	\$800.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-2-----				2	\$400.00			
N 18	WLWT	08/20/12	08/21/12	530-6p M-F news	530-6p		:30			NM	2	\$1,250.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$625.00			
N 19	WLWT	08/20/12	08/21/12	6-630p M-F news	6-630p		:30			NM	2	\$1,600.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$800.00			
N 20	WLWT	08/20/12	08/21/12	7-730p	7-730p		:30			NM	2	\$1,600.00
Class of Time - Pre-emptible with notice												

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Week:		08/20/12	08/26/12	MT-----				2	\$800.00			
N 21	WLWT	08/20/12	08/21/12	730-8p	730-8p		:30			NM	2	\$1,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$800.00			
N 22	WLWT	08/20/12	08/21/12	11-1135p M-Su	11-1135p		:30			NM	2	\$3,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$1,500.00			
Totals											54	\$33,075.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/21/12	54	\$33,075.00	\$28,113.75
Totals	54	\$33,075.00	\$28,113.75

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WLWT	Date: 8/13/12
----------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------

I, Lauren Schumacher
do hereby request station time concerning the following issue:

Crossroads GPS

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

Total Charges: \$ 33075.00 GROSS

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

5/17/12 _____ 703 535 3390
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

 Signature Printed Name Title